



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Tallapoosa, AL

Top Tapestry Segments:		Demographic Summary		2008	2013
Southern Satellites	36.2%	Population		41,248	40,742
Rural Bypasses	16.8%	Households		16,967	16,948
Heartland Communities	15.7%	Families		11,885	11,749
Rural Resort Dwellers	14.1%	Median Age		41.6	43.4
Midlife Junction	3.7%	Median Household Income		\$35,877	\$39,052

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	52	\$1,389.29	\$23,572,018
Men's	52	\$255.35	\$4,332,489
Women's	49	\$460.12	\$7,806,853
Children's	62	\$255.28	\$4,331,391
Footwear	44	\$212.77	\$3,610,068
Watches & Jewelry	59	\$130.69	\$2,217,490
Apparel Products and Services ¹	59	\$75.07	\$1,273,727
Computer			
Computers and Hardware for Home Use	59	\$124.61	\$2,114,243
Software and Accessories for Home Use	54	\$15.71	\$266,475
Entertainment & Recreation	69	\$2,575.14	\$43,692,354
Fees and Admissions	51	\$316.54	\$5,370,697
Membership Fees for Clubs ²	55	\$90.64	\$1,537,918
Fees for Participant Sports, excl. Trips	49	\$55.82	\$947,074
Admission to Movie/Theatre/Opera/Ballet	50	\$73.94	\$1,254,508
Admission to Sporting Events, excl. Trips	53	\$32.59	\$553,003
Fees for Recreational Lessons	50	\$63.14	\$1,071,366
Dating Services	68	\$0.40	\$6,828
TV/Video/Sound Equipment	65	\$934.77	\$15,860,323
Community Antenna or Cable TV	72	\$527.89	\$8,956,668
Televisions	56	\$164.82	\$2,796,520
VCRs, Video Cameras, and DVD Players	67	\$22.33	\$378,811
Video Cassettes and DVDs	65	\$42.67	\$723,905
Video Game Hardware and Software	63	\$22.72	\$385,458
Satellite Dishes	94	\$1.04	\$17,666
Rental of Video Cassettes and DVDs	64	\$32.61	\$553,286
Streaming/Downloaded Video	42	\$0.34	\$5,781
Sound Equipment ³	55	\$116.76	\$1,981,012
Rental and Repair of TV/Radio/Sound Equipment	62	\$3.61	\$61,216
Pets	82	\$364.28	\$6,180,729
Toys and Games	68	\$101.62	\$1,724,167
Recreational Vehicles and Fees ⁴	101	\$442.92	\$7,514,999
Sports/Recreation/Exercise Equipment ⁵	67	\$143.68	\$2,437,800
Photo Equipment and Supplies ⁶	67	\$85.58	\$1,452,026
Reading ⁷	65	\$185.75	\$3,151,613
Food	67	\$5,577.88	\$94,639,884
Food at Home	69	\$3,360.61	\$57,019,515
Bakery and Cereal Products	70	\$469.46	\$7,965,308
Meat, Poultry, Fish, and Eggs	70	\$854.21	\$14,493,419
Dairy Products	69	\$386.90	\$6,564,595
Fruit and Vegetables	64	\$527.72	\$8,953,834
Snacks and Other Food at Home ⁸	70	\$1,122.32	\$19,042,359
Food Away from Home	65	\$2,217.27	\$37,620,369
Alcoholic Beverages	56	\$331.06	\$5,617,121
Nonalcoholic Beverages at Home	73	\$321.51	\$5,455,114



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	42	\$425.96	\$7,227,307
Vehicle Loans	77	\$4,479.22	\$75,998,872
Health			
Nonprescription Drugs	83	\$94.48	\$1,603,052
Prescription Drugs	85	\$482.07	\$8,179,255
Eyeglasses and Contact Lenses	74	\$57.22	\$970,908
Home			
Mortgage Payment and Basics ⁹	57	\$5,232.72	\$88,783,541
Maintenance and Remodeling Services	57	\$1,178.57	\$19,996,848
Maintenance and Remodeling Materials ¹⁰	86	\$357.61	\$6,067,497
Utilities, Fuel, and Public Services	73	\$3,350.93	\$56,855,167
Household Furnishings and Equipment			
Household Textiles ¹¹	62	\$86.72	\$1,471,356
Furniture	54	\$357.21	\$6,060,825
Floor Coverings	59	\$57.21	\$970,626
Major Appliances ¹²	73	\$219.26	\$3,720,114
Housewares ¹³	59	\$55.61	\$943,594
Small Appliances	71	\$24.92	\$422,900
Luggage	49	\$4.94	\$83,880
Telephones and Accessories	53	\$23.00	\$390,279
Household Operations			
Child Care	51	\$210.04	\$3,563,818
Lawn and Garden ¹⁴	73	\$311.28	\$5,281,541
Moving/Storage/Freight Express	61	\$32.06	\$543,936
Housekeeping Supplies ¹⁵	72	\$548.50	\$9,306,399
Insurance			
Owners and Renters Insurance	77	\$375.95	\$6,378,744
Vehicle Insurance	70	\$975.90	\$16,558,114
Life/Other Insurance	75	\$429.34	\$7,284,641
Health Insurance	77	\$1,556.42	\$26,407,799
Personal Care Products ¹⁶	67	\$288.65	\$4,897,470
School Books and Supplies ¹⁷	60	\$70.76	\$1,200,513
Smoking Products	86	\$389.56	\$6,609,703
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	73	\$3,783.85	\$64,200,626
Gasoline and Motor Oil	78	\$1,972.75	\$33,471,680
Vehicle Maintenance and Repairs	68	\$677.86	\$11,501,237
Travel			
Airline Fares	50	\$209.14	\$3,548,404
Lodging on Trips	61	\$258.09	\$4,378,932
Auto/Truck/Van Rental on Trips	46	\$18.00	\$305,444
Food and Drink on Trips	61	\$287.99	\$4,886,279

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.